



The CPD Standards Office is a unique organisation which was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office, dual CPD research and accreditation activities sharpens our knowledge and expertise. It also enables us to work with individual coaches, training providers, employers, and ‘membership organisation’s as a collaborative CPD network & community.

Your Accredited PTE Logo

You will have received your unique logo which contains your individual provider number. It has the Provider of Training Excellence business title and assurance of independent accreditation and should look like the one shown on the right.



PTE PROVIDER: T20001
2018 - 2020
www.providerofexcellence.com

Using the PTE Logo in your Marketing

We welcome the use of the logo as often as you require, but please keep in mind these few quick rules when doing so.

- Please keep the logo complete, upright and in the same aspect ratio as provided at all times.
- Please only use in relation to your PTE accredited activities, and not on any unrelated materials or courses that may not have been accredited with us.

Provider of Training Excellence part of
THE PROFESSIONAL DEVELOPMENT CONSORTIUM LTD
T: 0203 745 6463 W: www.cpdstandards.com

Colours

Please keep the colours as per the provided logo, black and white print of the logo is acceptable only when the rest of the material the logo is being used on is also in Black and White. Otherwise for reference the following colours should be used.



HEX - #150F40

CMYK – 67,77,0,75

Pantone – 274C



HEX - #D5CCA5

CMYK – 0,4,23,16

Pantone – 454C



HEX - #AEA258

CMYK – 0,7,49,32

Pantone – 5835C

Fonts

Our preferred font is Tahoma, but of course we are happy for the logo to be used with any fonts on collateral or material it is being used on. But please do not edit the text within the logo.

Sizing



Digital Usage

We recommend a minimum height (B) of 100 pixels on any digital usage, the aspect ratio should be kept as provided (Roughly 3.15:1 (A:B)) so a width of 315 pixels is also recommended. Smaller sizes are permitted when necessary but should still be clearly legible and sized correctly in relation to other logos as explained below.

Print Usage

We recommend a minimum height (B) of 30mm in print, the aspect ratio should be kept as provided (Roughly 3.15:1 (A:B)) so a width of 94.5mm is also recommended. This is based on A4 printing and should be scaled up accordingly for larger print pieces. Smaller sizes are permitted when necessary but should still be clearly legible and sized correctly in relation to other logos as explained below.

Whitespace / Clear space around the logo

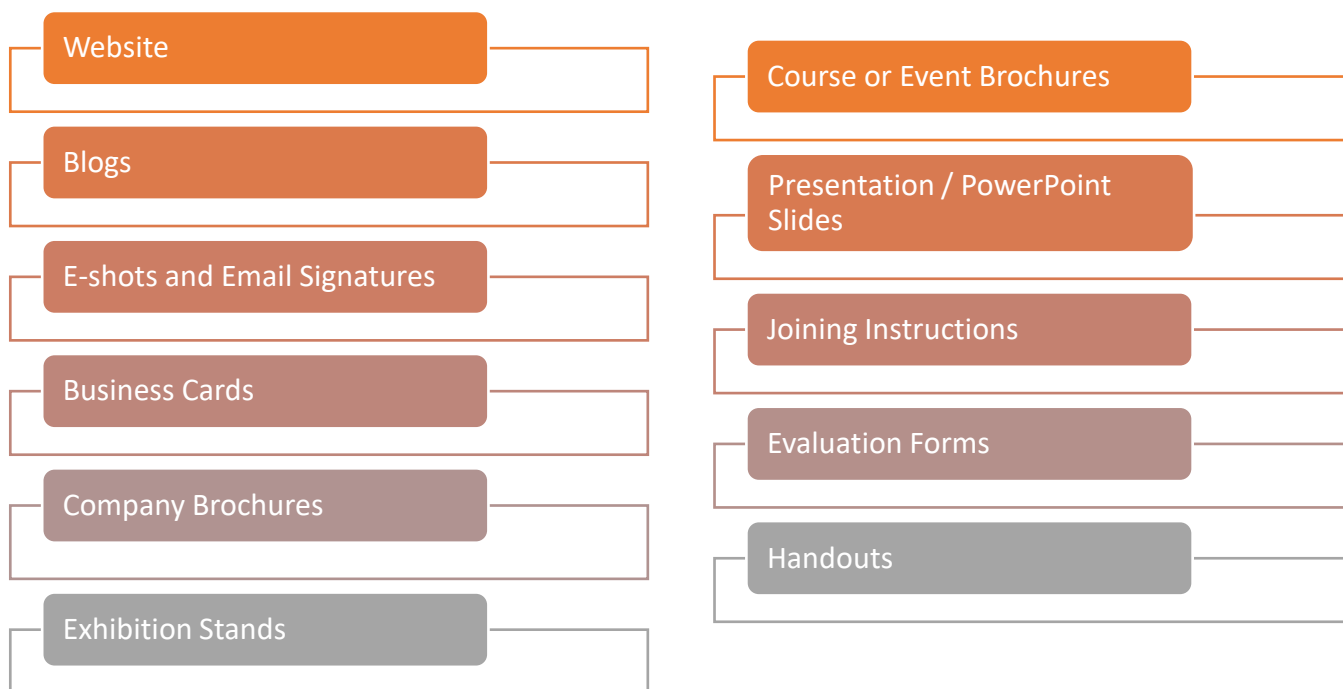
Please make sure to leave a space of a minimum of the height of the “P” in CPD (P) around the entire logo. This measurement will of course vary depending on logo size used.

Sizing when compared to other logos

Please make sure the logo is of the same height as any other logo used in collateral and materials, although we appreciate you may want more prominence for you own logo, we do ask that we are at least given the same prominence as any other accreditation logos.

Suggestions for using your Logo:

As an accredited PTE provider, we recommend utilising your PTE logo on marketing and promotional materials, business communications and all information relating to your PTE accreditation. This includes:



Smaller Logos

We do have a variety of smaller logos available for more bespoke pieces, containing just the shield element, if you require one of these please let us know as we will issue on a case by case basis. We would always recommend however that you use the full logo with your membership number wherever you can.



Dates and Renewal

Please be aware that your logo will contain the 2-year period in which your PTE membership is valid. (i.e. 2019-2021). New logos are issued upon each renewal with updated dates. Should you be planning to use the logo on anything that will still be in use beyond your renewal date, please contact us and we can discuss an extended date logo or bringing your renewal forward.

Towards the end of the 2-year period, you are required to resubmit the activities for a 'PTE review'. Once this is completed successfully, an updated accredited logo will be issued with the next 2-year cycle of membership included.

Referencing Professional Development Consortium or Provider of Training Excellence

We encourage you to reference and talk about your accreditation with us as often as you can. However please be aware of these few rules when doing so.

- ✓ When referring to us please use the full title of the “Professional Development Consortium” in the first instance on any page or piece of related text. After which the Acronym PDC may be used.
- ✓ When referring the accreditation please use the full title of the “Provider of Training Excellence” in the first instance on any page or piece of related text. After which the Acronym PTE may be used.
- ✓ Please remember we have only accredited your course for delivery, structure and content source. Please refrain from using phrasing such as verified or approved, or implications that the course has been fully reviewed.

Suggested Text

When using the logo, it is often beneficial to reference additional information about us and your accreditation. Here are some examples of how you might do this.

- ✓ Image Alt text - Referencing website and provider number.
- ✓ A link to our website and your individual listing, which can be found at: www.providerofexcellence.com/accredited-providers

PDC Sign Off

If you have any questions about any use of the logo, PDC or PTE referencing in general, please do not hesitate to get in touch, though we would also ask that anything being produced on a larger scale (target audience or distribution of 1,000+) is sent to us for review if possible.

Further terms for using the logo:

The Professional Development Consortium has clear parameters around the use and display of our accredited logos as outlined in this document.



As a registered provider with us, please also be aware that:

- The PTE accredited logo must be displayed in the format and layout it is provided to you. It cannot be edited or changed in any way.
- The logo can only be used on your organisation's hard copy or online generic information materials, and related marketing communications.

The logo is registered to your organisation only and is restricted for use on the training and marketing materials that relate to the PTE accredited activities. You, nor any colleague within your organisation, do not have permission to pass the logo onto a third party including other business divisions, suppliers, or PR agencies